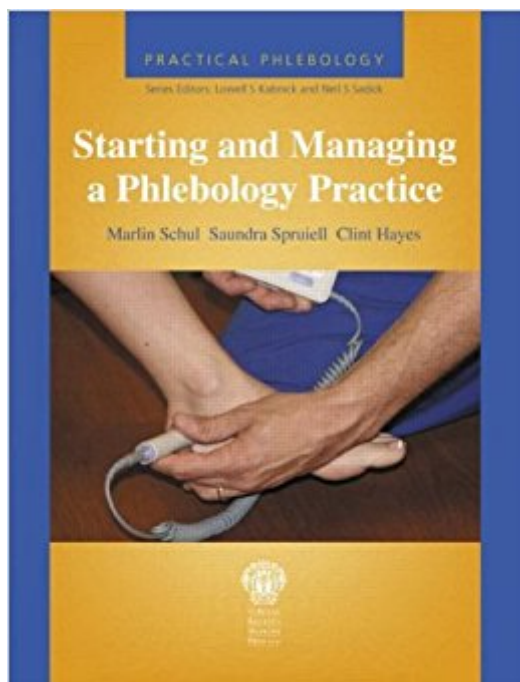


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Practical Phlebology: Starting And Managing A Phlebology Practice



Synopsis

Studies routinely report a prevalence of venous disease of twenty percent or higher among western industrialized countries, and it is predicted that numbers will rise even higher in industrialized and obese populations. The management of venous disease has moved from the hospital and institutional setting to one that operates predominantly in an outpatient arena. These settings are often far more representative of a cosmetic surgery or dermatology practice, targeted to optimize the patient experience. Those who have adopted endovenous procedures in the typical hospital environment often meet obstacles that limit their ability to expand phlebology care. *Practical Phlebology: Starting and Managing a Phlebology Practice* provides a practical yet effective framework for transitioning an existing hospital-based practice to the outpatient arena. Some of the questions tackled by this manual include: Where can I acquire the necessary training and education? What equipment is required, and where might I find it? What are my start-up costs, and will I need a loan? What personnel are needed, and how do I identify the best candidates? What is the best way to market my practice? How much will I spend and how effective will a campaign be? How do insurers view procedures for varicose veins? How will I be paid? These questions and many more are outlined in detail. The book provides examples that help readers take steps towards creating a successful phlebology practice. There are many ways to develop and manage a practice and the authors recognize that not all strategies work in all markets. Despite differences from country to country, this text shares sound principles that, when implemented, should enhance an existing system and help to improve patient outcomes.

Book Information

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We learn a lot in medical school and post-graduate training, but we learn nothing about starting a practice. This exceptional book by three world-renowned Phlebologists covers all the important issues clearly and efficiently. I believe it is a document that would be helpful to any physician opening a practice, but it is especially valuable for a Phlebologist. Because Phlebology is an emerging field, you are often approached by a new patient filled with misinformation, anxiety and distrust. An organized office well prepared with a coordinated staff and a knowledgeable physician goes a long way toward establishing an exceptional relationship with your clients. The many recommendations from office design to marketing come from the author's years of experience and are essential to get your new practice up and functioning quickly. If you think you can open your practice without this straight forward advice, you simply are not prepared to open your practice. Be smart. Become educated in the essential elements so elegantly presented in this unique and exceptional book by these highly experienced and articulate physicians.

Very well written, concise, informative and comprehensive guide to starting and maintaining a vein practice. Not everyone knows what phlebology is. Read a few chapters and you will have a clear understanding.

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